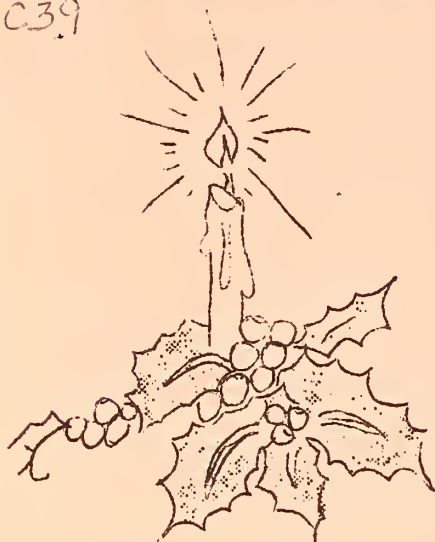


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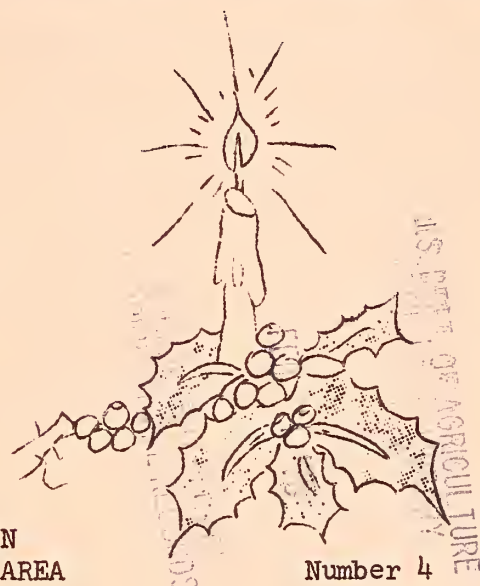
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Season's Greetings



Volume 19

MILK MARKET INFORMATION BULLETIN
CHATTANOOGA, TENNESSEE, MARKETING AREA



Number 4

NOVEMBER 1974

Released Pursuant to \$1000.3 and \$1090.86, USDA-AMS
Federal Order No. 90, 112 Lee Parkway Drive, Chattanooga, Tennessee 37411
J. E. Bobo, Market Administrator

MARKET SUMMARY - NOVEMBER 1974

The Chattanooga Order MINIMUM uniform producer price is \$8.66 per cwt. at pool plants for milk testing 3.5% butterfat. The producer butterfat differential is 7.9 cents for each one-tenth of one percent above or below 3.5% test. This is a price decrease of 20 cents below November 1973 and an increase of 31 cents above October 1974.

In November 1974, 89.7% of producer milk received by pool plants was priced in Class I at \$8.84 per cwt., 6.5% was priced in Class II at \$6.86 per cwt. and 3.8% was priced in Class III at \$6.76 per cwt. for milk testing 3.5% butterfat. The November butterfat differential for all milk testing above or below 3.5% is 7.9 cents.

Total producer milk received at pool plants during November 1974 was 26,155,743 pounds which is an increase of 3,464,594 pounds or a daily average increase of 15.3% compared with November 1973. The November daily average deliveries from 549 producers was 1,588 pounds. This compares to 553 farms delivering a daily average of 1,368 pounds per day during November 1973.

PRODUCER MILK BASE NOTICE

Each producer for the Chattanooga marketing area began September 1, 1974, to establish a new milk base to be used in making payment to such producer during the month of March through July 1975. The 1975 daily average base will be computed by dividing each producer's total Grade A milk deliveries to a handler(s) during September 1, 1974 through January 31, 1975 by the number of days from the first day of delivery during such months to the last day of January, inclusive, but by not less than 120 days. Producers will be paid a uniform price for their total milk deliveries during August 1974 through February 1975. A producer base is assigned to the name (payroll account) as reported by the handler receiving the milk. Producers, particularly partnerships, are urged to see that their name(s) are correctly listed with the receiving plant and the Market Administrator.

COMPARISON OF MILK RECEIPTS AND UTILIZATION
(DAILY AVERAGE POUNDS)

	% Nov. '74 Over Nov. '73	Nov. 1974	Oct. 1974	Nov. 1973
Number of Plants - Pool		4	4	3
- Non-Pool		14	14	13

RECEIPTS

Pool Plants - Producer Milk	+ 15.3	871,858	848,975	756,372
- Other Source	- 6.7	54,534	67,904	58,450
- Other Federal Orders	+1436.0	9,621	24,648	670
Non-Pool Plants - Cl. I Sales in Area	- 35.3	65,633	68,039	101,493
TOTAL MILK RECEIPTS	+ 9.2	1,001,646	1,009,566	916,985

UTILIZATIONClass I Uses

Homo Milk	+ 5.0	418,850	426,389	399,008
2% Milk	+ 29.6	242,570	231,160	187,135
Skim	+ 2.6	21,252	20,856	20,718
Buttermilk	+ 13.1	61,843	59,135	54,660
Flavored Milk and Drink	+ 37.0	35,327	40,177	25,784
Sub-Total of Pkg. Items (Pool Plants)	+ 13.5	779,842	777,717	687,305
Other		4,469	2,250	
Sales to Non-Pool Plants		12,378	-0-	-0-
In Area Sales by Non-Pool Plants	- 35.3	65,633	68,039	101,493
TOTAL CLASS I USAGE		862,322	848,006	

Class II Uses - Pool Plants only

Sweet Creams - Routes	+ 9.2	2,439	2,185	2,234
Sour Cream and Dip - Routes	+ 20.8	1,798	1,383	1,489
Yogurt - Routes	+ 11.8	321	411	287
Ice Cream	+ 21.1	56,375	66,323	46,541
Other		36,293	45,330	
Sales to Non-Pool Plants		5,028	4,188	
TOTAL CLASS II USAGE		102,254	119,820	

Class III Uses - Pool Plants only

Animal Feed and Dumped		5,656	4,874	5,326
Class III Shrinkage		14,526	14,069	
Inventory Variation		(10,926)	(4,853)	
Other, Overage, etc.		(245)	23	
Bulk Sales to Non-Pool Plants		28,059	27,627	
TOTAL CLASS III USAGE		37,070	41,740	

IN AREA PACKAGED ROUTE DISPOSITIONBY POOL PLANTS AND NON-POOL PLANTS

Homo Milk	- 8.1	328,074	337,438	357,175
2% Milk	+ 21.1	167,102	160,058	137,961
Skim and 1% Milk	- 1.8	15,744	15,533	16,035
Buttermilk	+ 1.7	48,084	45,935	47,293
Flavored Milk and Drink	+ 18.3	28,852	33,391	24,381
Total Class I Disposition In-Area	+ 0.9	587,856	592,355	582,845

CLASS I PKGD. ROUTE DISPOSITION

In-Area by Pool Plants	+ 8.4	522,223	524,316	481,718
In-Area by Non-Pool Plants	- 35.1	65,633	68,039	101,127

1/ The Order was amended effective August 1, 1974 to provide for a three use classification. Therefore, comparison with previous months are not made for all items of use.

COMPUTATION OF PRODUCER UNIFORM PRICE

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NOVEMBER 1974	Class Percent	Butterfat Pounds	Product Pounds	Cwt. Price @ 3.5%	Total Value
Class I Producer Milk	89.7	614,556	23,466,770	\$8.84	\$2,074,462.47
Class II Producer Milk	6.5	176,703	1,703,590	6.86	116,866.28
Class III Producer Milk	3.8	204,903	985,383	6.76	66,611.89
TOTAL PRODUCER MILK	100.0	996,162	26,155,743		\$2,257,940.64
Add Value of Overages					7,125.95
Add Inventory Reclassification Charges					94.28
Add Value of Class I Other Source Milk and Producer Location Adjustment					-0-
Add ½ Producer-Settlement Fund Balance					12,238.46
Total Utilization Value @ 3.5% Test			26,155,743	\$8.707072	\$2,277,399.33
Less Producer-Settlement Fund Reserve			26,155,743	.047072	12,312.03
PRODUCER UNIFORM PRICE @ 3.5% TEST			26,155,743	\$8.66	\$2,265,087.30

 NOVEMBER 1974 MINIMUM PRODUCER PRICES CWT. f.o.b. CHATTANOOGA POOL PLANTS
 BUTTERFAT DIFFERENTIAL 7.9¢ PER POINT (EXCLUDES PREMIUMS)

TEST-%	PRICE	TEST-%	PRICE	TEST-%	PRICE	TEST-%	PRICE	TEST-%	PRICE
3.0	\$8.265	3.6	\$8.739	4.2	\$9.213	4.8	\$9.687	5.4	\$10.161
3.05	8.3045	3.65	8.7785	4.25	9.2525	4.85	9.7265	5.45	10.2005
3.1	8.344	3.7	8.818	4.3	9.292	4.9	9.766	5.5	10.24
3.15	8.3835	3.75	8.8575	4.35	9.3315	4.95	9.8055	5.55	10.2795
3.2	8.423	3.8	8.897	4.4	9.371	5.0	9.845	5.6	10.319
3.25	8.4625	3.85	8.9365	4.45	9.4105	5.05	9.8845	5.65	10.3585
3.3	8.502	3.9	8.976	4.5	9.45	5.1	9.924	5.7	10.398
3.35	8.5415	3.95	9.0155	4.55	9.4895	5.15	9.9635	5.75	10.4375
3.4	8.581	4.0	9.055	4.6	9.529	5.2	10.003	5.8	10.477
3.45	8.6205	4.05	9.0945	4.65	9.5685	5.25	10.0425	5.85	10.5165
3.5	8.66	4.1	9.134	4.7	9.608	5.3	10.082	5.9	10.556
3.55	8.6995	4.15	9.1735	4.75	9.6475	5.35	10.1215	5.95	10.5955

PLANTS DISTRIBUTING MILK IN CHATTANOOGA FEDERAL ORDER NO. 90 AREA - NOVEMBER 1974

POOL PLANTS - CHATTANOOGA

Dairymen, Inc., Chattanooga, TN
 Flav-O-Rich, Inc., Rossville, GA
 Mayfield Dairy Farms, Inc., Athens, TN
 Ray Moss Farms, Inc., Chattanooga, TN

Federal Order No. 101, Knoxville

Broadacre Dairies, Inc., Powell, TN
 Pet, Inc., Knoxville, TN
 Flav-O-Rich, Inc., Knoxville, TN

PARTIALLY REGULATED

Federal Order No. 90, Chattanooga
 The Great A&P Tea Co., High Point, NC
 Coble Dairy Products Co-op, Inc., Anderson, SC
 Tro-Fe Dairy Company, Inc., Gadsden, AL
 Sealtest Foods (Kraftco) Ashville, NC

Federal Order No. 7, Georgia

Dempsey Brothers Dairies, Inc., Rome, GA
 Meadowbrook Dairy, Inc., Calhoun, GA
 Meadow Gold Dairies of Ga., Cedartown, GA
 Superbrand Dairy Prods., Montgomery, AL

Federal Order No. 33, Ohio Valley

Kroger Company, Springdale, OH

Federal Order No. 98, Nashville

Avalon Dairies, Inc., McMinnville, TN

Federal Order No. 49, Indiana

Kroger Company, Indianapolis, IN

CHATTANOOGA ORDER MINIMUM MILK PRICES (3.5 PERCENT TEST)

Date	PRODUCER UNIFORM PRICES 1/				HANDLER CLASS PRICES 1/ 4/		
	Per Hundredweight				Class I	Class II	Class III
	Uniform	Base	Excess	Bf. Dif.	Cwt.	Cwt.	Cwt.
Nov. '73	\$8.86	-	-	9.2¢	\$9.06	\$7.64	
Dec.	9.20	-	-	8.6	9.64	7.94	
Jan. '74	9.33	-	-	8.2	9.79	8.10	
Feb.	9.40	-	-	7.8	10.09	8.14	
Mar.	9.51 2/	\$9.85	\$8.15	7.8	10.25	8.15	
Apr.	9.33 2/	9.81	7.73	8.0	10.29	7.73	
May	9.17 2/	9.89	6.93	7.6	10.30	6.93	
June	8.50 2/	9.17	6.31	7.2	9.88	6.31	
July	8.20 2/	8.66	6.29	7.2	9.08	6.29	
Aug.	8.21	-	-	7.7	8.46	6.49	\$6.39
Sept.	8.20	-	-	7.8	8.44	6.79	6.69
Oct.	8.35	-	-	7.9	8.54	6.92	6.82
Nov.	8.66	-	-	7.9	8.84	6.86	6.76
Dec.	-	-	-	-	8.97	-	-
Jan. '75	-	-	-	-	8.91	-	-

Date	PRICE QUOTATIONS			PRODUCER MILK USE 4/						
	Chi. 92°	Chi. Area	Minn/Wisc.	(Daily Average)				Percentage Use		
	Butter ¢ Lb.	Powder ¢ Lb.	Mfg. Milk Cwt. - 3.5%	Class I Pounds	Class II Pounds	Class III Pounds		Cl. I	Cl. II	Cl. III
Nov. '73	75.00	51.04	\$7.64	690,996	65,376			91.4	8.6	
Dec.	71.98	52.03	7.94	735,380	233,683			75.9	24.1	
Jan. '74	68.49	55.13	8.10	737,793	249,088			74.8	25.2	
Feb.	64.07	57.75	8.14	691,834	361,676			65.7	34.3	
Mar.	68.06	61.52	8.15	723,583	404,160			64.2	35.8	
Apr.	68.23	68.73	7.73	744,227	434,702			63.1	36.9	
May	60.51	66.22	6.93	804,711	378,718			68.0	32.0	
June	60.57	58.45	6.31	697,373	443,971			61.1	38.9	
July	60.83	56.52	6.29	715,569	324,116			68.8	31.2	
Aug.	67.08	57.05	6.39	719,339	89,630	19,000		86.9	10.8	2.3
Sept.	67.71	56.93	6.69	729,330	71,550	51,283		85.6	8.4	6.0
Oct.	68.84	56.91	6.82	745,752	68,293	34,930		87.8	8.1	4.1
Nov.	68.88	56.94	6.76	782,226	56,786	32,846		89.7	6.5	3.8

SUMMARY OF RECEIPTS AND USE (DAILY AVERAGE POUNDS)

Date	HANDLERS GROSS MILK 3/			PRODUCER DATA					
	No.	Total	Class I	Pool	No.	Total	Base	Average	Av. Per
	Hdlers	Receipts	Use 4/	Plants	Prod.	Delivery	Delivery	Test-%	Farm
Nov. '73	16	916,985	793,538	3	553	756,372	-	3.87	1,368
Dec.	17	1,157,582	829,686	4	624	969,063	-	3.91	1,553
Jan. '74	17	1,170,171	837,331	4	626	986,881	-	3.94	1,576
Feb.	17	1,233,886	790,532	4	738	1,053,510	-	3.87	1,428
Mar.	17	1,275,930	783,913	4	701	1,127,743	909,675	3.74	1,609
Apr.	18	1,406,083	806,245	4	750	1,178,929	913,117	3.73	1,572
May	18	1,393,911	868,280	4	749	1,183,429	899,410	3.67	1,580
June	18	1,302,939	753,227	4	722	1,141,344	877,774	3.61	1,581
July	18	1,178,805	765,797	4	731	1,039,685	841,605	3.59	1,422
Aug.	17	983,351	818,969	3	579	827,696	-	3.62	1,430
Sept.	17	990,981	805,362	3	561	852,163	-	3.64	1,519
Oct.	18	1,009,566	848,006	4	517	848,975	-	3.77	1,642
Nov.	18	1,001,646	862,322	4	549	871,858	-	3.81	1,588

1/ Excludes Premiums

2/ Weighted Average Price

3/ Other Source is Gross minus Producer; Class II is Receipts minus Class I

4/ Order amended Aug. 1, 1974 to provide for three classes of utilization; therefore, not comparable in all categories to previous months.